



At Lancôme
we believe that
happiness
is a powerful
source of *beauty*

#MAKEMESMILE

We aim to inspire everyone to shine from the inside out.
We are French, inclusive, innovative, caring, happiness activists.



at lancôme we
 stand
 optimistic
 of
 sustainable beauty.

At Lancôme,
 we stand for an
 optimistic vision
 of mindful &
 sustainable beauty.

an
 vision
 &

sustainable beauty.



Look for the “made with care” logo in your online & offline training materials to see what we’re doing today.



Watch “How to Hustle” Sustainability Soundbites

Our home in Grasse, France

Ingredients, biodiversity & environmental preservation are the focus at Domaine de la Rose, Lancôme’s Ecocert™ farm where we cultivate organic ingredients for fragrance and skincare, while also protecting over 24 endangered plant species.

REDUCING THE IMPACT OF OUR PRODUCTS ON THE PLANET

We are committed to design packaging that’s refillable, recyclable and lightweight.

INGREDIENT TRANSPARENCY

Ingredient transparency & green formulas backed by science, empower our clients to choose cleaner, greener luxury beauty products.



Our Lancôme GLOBAL AMBASSADORS

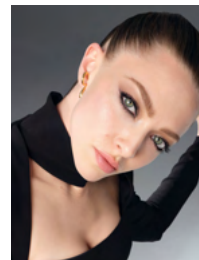
Inspiring Beauty

These are the dazzling faces of the brand worldwide, starring in campaigns and bringing the magic of Lancôme to events across the globe! They embody the essence of Lancôme, inspiring beauty enthusiasts and sharing their favorite products with you and your customers.

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-4-



-5-



-6-



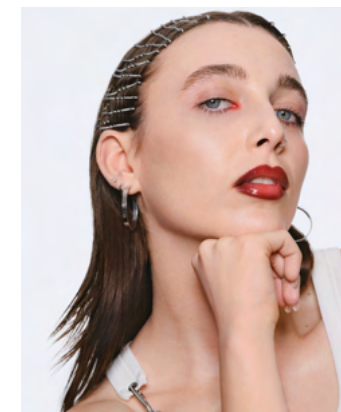
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-8-



-9-



-10-



1. ISABELLA ROSSELLINI, 1982
Isabella Rossellini is the brand's longest-serving Ambassador (albeit with a hiatus from 1996 to 2016).

2. AMANDA SEYFRIED, 2019
Amanda Seyfried is an American actress and singer.

3. JOY SUNDAY, 2024
Joy Sunday is a Nigerian-American actress, producer and director.

4. JULIA ROBERTS, 2010
Julia Roberts is an actress and a true cinematic icon.

5. AYA NAKAMURA, 2023
A songwriter, performer, and acclaimed Franco-Malian artist.

6. HOYEON, 2023
Hoyeon is the brand's first global South Korean ambassador. She's an accomplished actress and model.

7. NI NI, 2022
Ni Ni is a Chinese actress.

8. PENELOPE CRUZ, 2010
Penelope Cruz is a Spanish actress and model.

9. EMMA CHAMBERLAIN, 2023
An American digital creator and entrepreneur.

10. NICO PARKER, 2024
Nico Parker is Lancôme's youngest Ambassador ever, as well as an actress.

and
INTRODUCING...



*confident modern
natural beauty
gen
tistic
natu
cre
arty
empowered authentic
uty
tive*

WELCOME!
OLIVIA RODRIGO
American Singer-Songwriter & Actress

As Lancôme's newest Global Ambassador, Olivia Rodrigo embodies the brand's modern vision of femininity: Confident, empowered, and authentic. Her genuine connection with Gen Z, coupled with her artistic talent and evolving personal style, makes her the

perfect face for Lancôme. Olivia's natural beauty shines through, inspiring others to embrace their individuality and express themselves creatively. This partnership is sure to engage a new generation of beauty enthusiasts.

IDÔLE POWER

The new intense eau de parfum



say
this

"A fruity & woody fragrance with Pomarose™, Rose & Sandalwood."

FAMILY: Floral, Fruity & Woody



Key Notes:
Sourced responsibly.



TOP: YUMMY POMAROSE™
Inspired by a juicy red apple delight whose sweetness hooks you in.



MIDDLE: CAPTIVATING DAMASCENA ROSE
A fresh petal and sensually warm bouquet that's vibrant and irresistible, like a field of flowers.



BASE: CREAMY SANDALWOOD
Rich and woody, sustainably sourced in Western Australia. A powerful accord that leaves you wanting more.

\$75.00 | 0.67 FL. OZ.
\$150.00 | 1.7 FL. OZ.

let me show you the collection... Idôle

Let me show you our *al, Fruity* collection... Idôle.



-Idôle EDP-



-Idôle EDT-



-Idôle Now-



-Idôle Power-

The collection

Fresh florals...

IDÔLE EDP + Clean

Bright Citrus, Rose, Jasmine & White Musk

*Wear it when you want to feel everyday **clean & confident.***

IDÔLE EDT + Energizing

Bergamot, Rose & Green Tea

*Wear it when you want to feel **energized & optimistic.***

IDÔLE NOW + Luminous

Rose, White Orchid & Vanilla

*Wear it when you want to feel **radiant & bold.***

Fruity florals...

IDÔLE POWER + Woody

Pomarose™, Rose & Sandalwood

*Wear it when you want to feel **empowered & fearless.***



Scan to learn about the collection



build the BASKET

1. Build the Connection

CONNECT WITH NEW CLIENTS
Plan to meet lots of new clients who are fans of Olivia. Keep in mind, this may be their first time at Lancôme!

"How did you hear about Idôle Power?"

2. Build the Basket

"We're so excited to have Olivia join our Lancôme family of Global Ambassadors. Let me show you some of her other favorite products. I'd love to show you how they'd look on you – want to try them out quick?"



3. Build the Relationship

FOLLOW UP!
Two Days: "Thank you"
Two Weeks: "Check in"
Two Months: "Invite them back for an experience"



DISCOVER YOUR FRAGRANCE MATCH LANCÔME

For most of us, fragrances make their presence and meaning, like a song, it can instantly bring you back to someone, a feeling, or a memory of when you were when you first smelled it. And, Engage our Instacart delivery service. How do you want to feel when you spritz on your Lancôme fragrance?

LA VIE EST BELLE
EAU DE PARFUM
 Water of refresh your mood on days...
SOUL CHÉRIE
 Water of refresh your mood on days...
INDIGO
 Water of refresh your mood on days...
LELUXE
 Water of refresh your mood on days...

WHAT FLORAL FRAGRANCES THAT MAKE LIFE IS BEAUTIFUL?

IDÔLE
EAU DE PARFUM
 Water of refresh your mood on days...
EAU DE TOILETTE
 Water of refresh your mood on days...
NICTAR
 Water of refresh your mood on days...
NEW
 Water of refresh your mood on days...

WHAT MAKES A LANCÔME FRAGRANCE UNFORGETTABLE?
THE STORY & INSPIRATION
 Memories, Emotions, Love...
THE ART OF THE BOTTLE
 Each Lancôme fragrance bottle is carefully designed to reflect its personality...
THE UNIQUE COMBINATION OF NOTES
 Each Lancôme fragrance is a unique composition of notes that create a story, an emotion, and a desire within those who wear them.

FRAGRANCE FINDER LANCÔME

01 Are you shopping for yourself or for someone special?
We might need some more information if this is a gift. Flip over to find further and discover their fragrance needs.

02 FIND YOUR COLLECTION.
Pick the collection that fits your lifestyle. What's your floral style? Warm, Fresh, Fruity or Spicy?

03 FIND YOUR TWIST.
What do you prefer from the below - OPTIONS

LA VIE EST BELLE Sweet TROPICAL	SOUL CHÉRIE Sweet CRISP	INDIGO Sweet FRUITY
IDÔLE Clean ENERGIZING	NICTAR Sweet	NEW Luminous

create a fragrance EXPERIENCE

- OR FOR SOMEONE ELSE?
- 1. Flip Over the Finder**
We might need some more information if this is a gift. Let's find your fragrance match.
 - 2. Pick the Mood**
Fragrance instantly changes your mood. How do you want to feel when you spritz on your Lancôme fragrance?

- ARE YOU SHOPPING FOR YOURSELF?
- 1. Find Your Collection**
What's your fragrance style? Is your floral style Warm, Fresh, Fruity or Spicy?
 - 2. Find Your Twist**
Pick your + preference found in the fragrance finder.



THE ROSE TRILOGY

LANCÔME BEAUTY ADVISOR RECOGNITION

Get ready to bloom, shine, and reign supreme! We're thrilled to share our exciting awards program designed to celebrate the passion, dedication, and exceptional talent of our incredible beauty advisors:

The Rose Trilogy Awards. This tiered program offers not one, not two, but three incredible levels of recognition.

1

ROSE REIGN

Conquer the sales floor and achieve **ROSE REIGN** status by soaring past your department's sales trend! Teamwork and strategy are key to maximizing your sweepstakes entries for prizes. The higher above the trend you climb, the greater your chances of winning a Rose of the Region Team Dinner. Unleash your inner beauty boss and reign supreme. Are you ready to wear the crown?

2

ROSE SOCIETY

Shine brighter and earn a coveted **ROSE SOCIETY** nomination. Showcase your mastery in sales, client relations, and learning engagement to impress your Regional Sales Director. This prestigious recognition celebrates the best in the business, those who go above and beyond. Elevate your career, unlock exclusive benefits, and step into the spotlight. Are you ready to join this elite circle?

3

EXCELLENCE IN SERVICE

Reach the pinnacle of prestige with **EXCELLENCE IN SERVICE!** As a Rose Society member, maximize your total engagement to claim this ultimate honor. Top performers earn an unforgettable all-expenses-paid trip — pack your bags! This is the ultimate reward for dedication, passion, and exceptional service. Are you ready for the adventure of a lifetime?

three incredible
levels of
recognition



Happiness is at the heart of how we serve at Lancôme

The Lancôme Client Experience is made up of three parts that build your relationships and your sales.



this is how we serve.

1

build the connection

Find out what your client knows about Lancôme.

ASK: *“Are you familiar with Lancôme or is this your first time here?”*

Get to know your client & their needs by using your Lancôme tools, asking questions and listening.

2

build the basket

Offer options, share your expertise and close the sale.

ASK: *“Would you like to sit back and enjoy the service or would you prefer a lesson so you’ll be able to do this at home?”*

When they prefer a lesson, use the *Lancôme Demi-Demo technique*.

3

build the relationship

Add them to your clientele system and stay in touch to inspire loyalty.

ASK: *“May I get your contact info so we can keep in touch?”*



Find the École Lancôme course: The Lancôme Brand/How We Serve

WHAT’S A DEMI-DEMO?

Some clients love to sit back and enjoy your service experience. Others will want to learn “How to” so they’ll feel empowered at home to repeat it on their own. That’s where the Lancôme Demi-Demo technique comes in. It’s a guided lesson where you get to show your expertise on one side of their face, and then, you help guide them to do it themselves on the other side.

The keys to a successful Demi-Demo are to talk while you touch and be sure the client has a mirror to watch and follow along.



beauty by
LANCÔME
PARIS

Complimentary Services

Skincare Services

CREATE AN ELEVATED SKINCARE EXPERIENCE



SKIN EXPERT 1-ON-1 | 10 MINUTES
 Reach your skin goals with tailored skincare solutions.



GLOW REFRESH MASSAGE | 15 MINUTES
 A Génifique Ultimate serum facial massage for radiant-looking skin.



LUXURY ANTI-AGING MASSAGE | 15 MINUTES
 A facial massage to firm, replenish & brighten the skin.

Makeup Services

CREATE AN ELEVATED MAKEUP EXPERIENCE



MAKEUP CHECKUP | 10 MINUTES
 Quick foundation shade matching with a free sample.



FIND YOUR CHIC | 15 MINUTES
 Focus on your favorite feature: eyes, lips or complexion.

NOT ENOUGH TIME? HERE'S AN EXPRESS EXPERIENCE



BEST OF LANCÔME | 5 MINUTES
 Try Lancôme's five best-sellers in skincare, makeup and fragrance.

Lancôme Iconics
 are the most sought
 -after re
 products you deserve
 an introduction.

Lancôme Iconics are
 the most sought-after,
 recognizable,
 results-proven products
 that deserve
 an introduction.

re
 en
 ?

produit vous réserve
 an introduction.



ABSOLUE SOFT CREAM 1
 A luxurious cream that visibly **brightens, firms & hydrates** skin for up to 24 hours.
Let me treat you to our Luxury Anti-Aging Massage.

LA VIE EST BELLE 2
 A **warm, sweet-floral** fragrance with notes of precious **iris, spun sugar** and **vanilla**.
Let me show you a way to make your fragrance last all day.

LASH IDÔLE 3
 A mascara that **lifts & lengthens** for clean, fanned-out **volume**.
Let's try it on and reveal your best lashes with our Express Mascara Demonstration.

RÉNERGIE H.P.N. 300-PEPTIDE CREAM 4
 A **lifting, firming, wrinkle** and **dark-spot reducing** peptide cream that helps skin appear restructured as if it were **younger**.
Let me treat you to our Luxury Anti-Aging Massage.

TEINT IDOLE ULTRA WEAR 5
 Our **thinnest, breathable, full-coverage** foundation for a flawless **matte** finish.
Let's find your perfect shade with our Makeup Checkup.

GÉNIFIQUE ULTIMATE 6
 A skin barrier **repair** serum that reverses visible skin damage in 1 week for **ultimate skin recovery**.
Let me treat you to our signature Glow Refresh Massage.



Learn with LANCÔME

LANCOMELearning.COM

Level up your beauty game with Lancôme! Dive into a world of luxury skincare, makeup, fragrance and beauty tech digital education, designed to boost your skills and unleash your inner Happiness Activist.

Join LANCOMELearning.COM and explore the latest product secrets, master the art of luxury service, and earn BRAVÔ! points for learning that are redeemable for fabulous rewards.

- Create your profile today using the QR code.
- Turn on push notifications to stay in the loop.
- Watch your BRAVÔ bank account soar!



Scan to start your learning
at lancomelearning.com

Lancôme is passionate about providing you with the education you need through education.

LANCÔME
Supporting your journey with exclusive education.



LANCOMETRAINING.COM

Lancôme is passionate about further enhancing your skills and providing the support you need through education.



École Lancôme Digital Lessons & École Live Seminar

Welcome to Lancôme! Your beauty advisor journey starts with two easy steps: First, finish the digital lessons on LANCOMELearning.COM. Second, join our virtual seminar to complete your onboarding. It's that simple! Scan the QR code to get started.



Passport to Happiness

Your seasonal virtual and in-real-life seminars to master new products, build your confidence, and boost your sales. Scan the QR code to register for the next virtual seminar.



Iconics on Demand

Learn how to sell Lancôme's most sought-after, recognizable and results-proven top sellers.



Lancôme on Demand

On-demand video library to build your skills.



The Rose Society

Top-performer community forum with access to elevated training, exclusive events & more!



what is EXPERT SERIES?

Expert Series is a collection of digital courses to level up your expertise while earning BRAVO! points along the way.

SKINCARE
EXPERT SERIES
SKINCARE

Skincare Expert Series 1.0 was such a fun & unique way to learn about & share your skincare expertise. So many of you completed the digital lessons and shared your beautiful faces with the world via social. Thank you for your enthusiastic engagement to learning these fun skincare trends. These lessons are here to stay, so feel free to circle back and re-watch them to help inspire your daily interactions with clients.

Excited to announce....

The votes are in. The judges have deliberated. The tension is THICK. From a stunning Top 10, only ONE can be crowned the skincare trendsetter supreme... and the winner is... pause for dramatic effect...check out their winning post!



KERISH HARNETT
0008 Macy's/
Menlo Park

KYRA SEIBT
Freelancer

ANNA INOVA
0676 Macy's
Parks at Arlington

ANDREW LEJEUNE
693 Macy's
Lakeside LA

Are you ready for Skincare Expert Series 2.0 launching in summer 2025?

Learn about Lancôme skincare in a way that is fun, trendy, and easy to recreate & share. Stay tuned for more!



MAKEUP
EXPERT SERIES
MAKEUP

Makeup Expert Series 1.0 was an absolute success! A huge shout-out to everyone who participated in our digital lessons. Your engagement and creativity were amazing. We loved seeing so many of you complete the courses and share your stunning looks on social media. The confidence you gained after mastering our signature looks was truly inspiring!

Excited to announce the #1 WINNER for each look is:

Huge congrats to our incredible Top 10! You made the judging process so tough! But the wait is over...drumroll please...here are the #1 winners for each signature look!



DAVID LENTZ
Macy's Oak
Court Memphis

RAMA SABER
Dillard's Stonebriar
Centre

GEORGIA SCHMITT
Dillard's Westfield

LEAH LOUISE
Freelancer



Are you ready for Makeup Expert Series 2.0 launching in spring 2025?

Click QR code for a quick teaser on what's up next!

Makeup Launches

LASH IDÔLE FLUTTER EXTENSION
Extreme length and ultra **separation**
with up to **24H wear**.

pages 29-30

IDÔLE 3 SERUM SUPERTINT
Hydrating, serum-infused skin
tint with a **luminous** finish.

pages 33-34

TEINT IDOLE ULTRA WEAR
SKIN TRANSFORMING HIGHLIGHTER
Long lasting, vitamin-infused
soft-glow highlighter.

pages 35-36

TEINT IDOLE ULTRA WEAR
SKIN RESURFACING SETTING POWDER
Vitamin-infused setting powder that
seamlessly **blurs** skin with up to **24H wear**.*

pages 37-38

+ Color Shade Extensions

LASH IDÔLE

pages 43-44

IDÔLE TINT

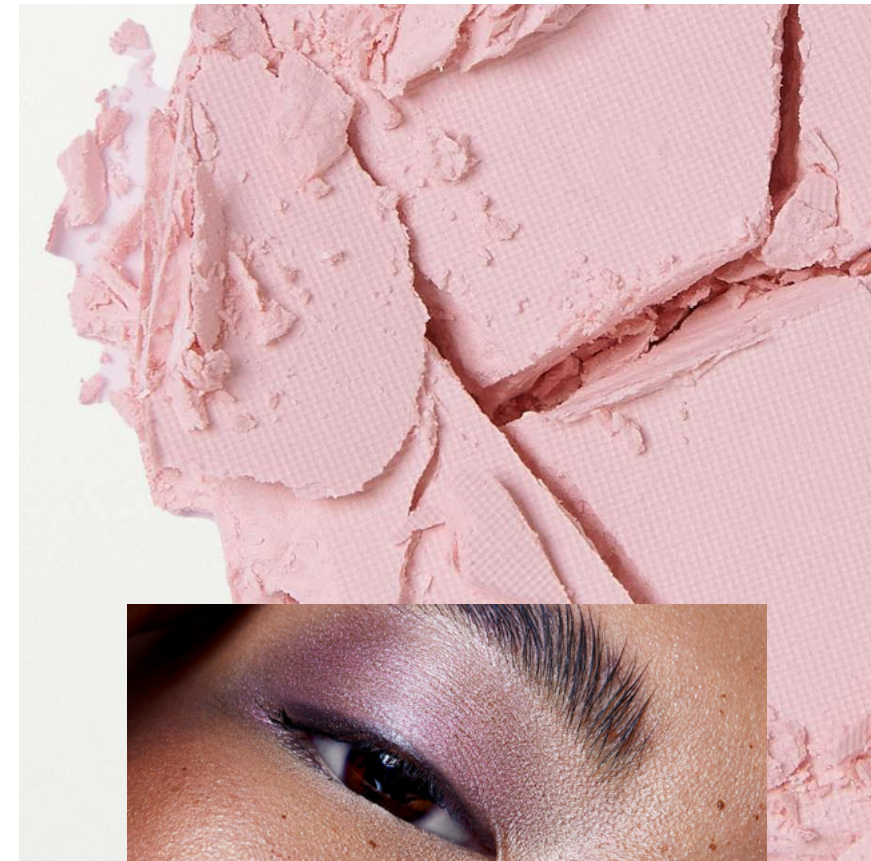
BLUSH SUBTIL

JUICY TUBES

DRAMA MATTE

INTIMATTE

**In a consumer test.*



LASH IDÔLE
**FLUTTER
 EXTENSION**
 MASCARA

*Extreme length and up to
 24H lash extension look*



say
 this

**“Extreme length and ultra separation
 with up to 24H wear.”**

do
 this

“Let’s try it and reveal your longest lashes
 yet with our Express Mascara Demo.”

Lash Result:

Ultra separated, elongated lashes.

The Brush:

480 nano-bristles brush lengthens
 & separates every lash to unleash
 multiplied lashes that flutter.

Key Ingredients:

Natural Waxes
 24H Curve Setting
 Flexible Latex



The Formula:

Wax-in-water emulsion with
 polymers & pigments that
 elongate lashes with visible
 results and a weightless feel.

A washable mascara =
 non-waterproof & easy removal.

Claims:

- Up to 75% visible length
- Up to 24H lash extension look
- 96% of lash extension users
 would recommend
- Clump & flake resistant

Before and After:

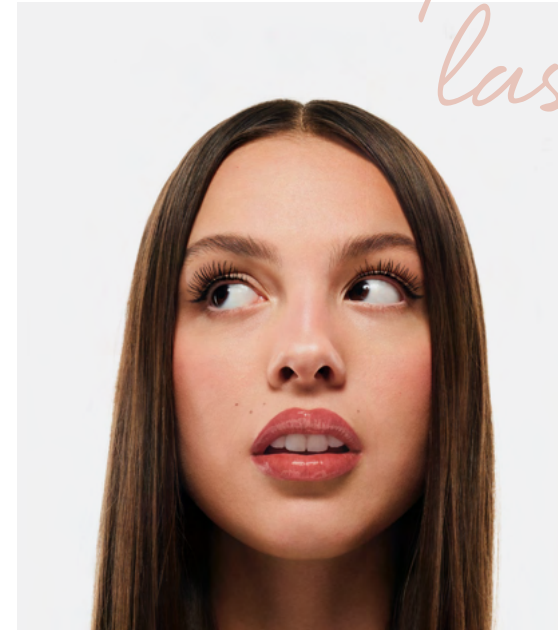


\$30.00 | 0.28 OZ Full Size
 \$15.00 | 0.16 OZ Travel Size



Watch behind
 the product

*Extreme length
 and up to 24H
 lash extension
 look*



How to apply:

1. Apply nano-bristle brush from
 root to tip to build length.
2. Use the tip of the brush to
 reach inner & outer corner lashes.
3. Layer to build lashes as desired.

PRO TIP: For a bolder, blacker result, apply
Cils Booster XL Mascara Primer and
 immediately follow with Idôle Flutter application,
 one eye at a time.



Watch how
 to apply

What's the Difference?



DÉFINICILS
 Separates, lengthens,
 and defines.

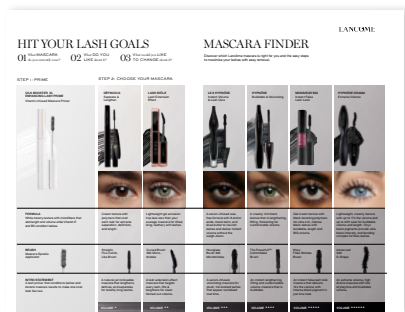


**LASH IDÔLE FLUTTER
 EXTENSION**
 Extreme length
 & ultra separation.



LASH IDÔLE
 Lifts and lengthens
 for clean, fanned-
 out volume.

Counter looks or easy mascara matching



MASCARA FINDER

The **Mascara Finder** makes it easy to find the perfect mascara for your client by narrowing down the results your client is looking for. Flip tool to find a perfect liner match.



Scan for digital access of Mascara Finder

Counter tools for easy mascara matching

BEAUTY TECH LASH ANATOMY

Are your clients overwhelmed by mascara shopping?

Lash Anatomy: the first-of-its-kind tech-powered, lash-analysis tool designed to make finding the perfect mascara a breeze.

Do you have Lash Anatomy in your store?

Scan this QR code for a quick lesson on how it works.



Scan QR code to learn more



build the BASKET with the Magic of Three

1. Build the Connection

Lash Idôle Flutter Extension is perfect for the client looking for extreme length and ultra separated lashes.

2. Build the Basket

Cils Booster XL is the perfect partner to Lash Idôle Flutter because it will deliver bolder, blacker results, while conditioning lashes.

Lash Idôle Flutter Extension extreme lengthening mascara and ultra separation.

Bi-Facil Eye Makeup Remover for easy removal of all eye makeup.






3. Build the Relationship




Now that you've found your client's perfect mascara match, be sure to stay in touch with them to keep them in the know of any products that may elevate their eye routine.

LANCÔME's Iconic Mascaras

Lancôme's iconic range of volumizing and lengthening mascaras!

explore Lancôme's range of volumizing and lengthening mascaras!

<p>DÉFINICILS SEPARATE & LENGTHEN</p>  <p>Straight, Fine Comb-Like Brush</p>	<p><i>New</i> LASH IDÔLE FLUTTER EXTENSION EXTREME LENGTH</p> 	<p>LASH IDÔLE LIFT, LENGTHEN, & CLEAN VOLUME</p>  <p>Curved Brush 360 Micro-bristles</p>
<p>Cream texture with polymers that coat each lash for extreme separation, definition, & length.</p>	<p>480 nano-bristles brush lengthens & separates every lash to unleash multiplied lashes that flutter.</p>	<p>Lightweight gel emulsion has less wax than your average mascara for lifted, long, feathery soft lashes.</p>
<p>★★★★★ "One-in-a million lash product! The best!" jmac12625</p>	<p>Wax-in-water emulsion with polymers & pigments that elongate lashes with visible results and a weightless feel.</p>	<p>★★★★★ "Have lashes I wish I was born with!" drama queen</p>
<p>VOLUME +</p>	<p>VOLUME ++</p>	<p>VOLUME +++</p>

<p>HYPNÔSE BUILDABLE & VOLUMIZING</p>  <p>The Powerfull™ Controllable Brush</p>	<p>MONSIEUR BIG INSTANT FALSE LASH LOOK</p>  <p>Wavy Fiber Bristles Brush</p>	<p>HYPNÔSE DRAMA EXTREME VOLUME</p>  <p>Advanced 360 S-Shape Curved Brush</p>
<p>A creamy rich black texture that is lengthening, lifting, thickening for customizable volume.</p>	<p>Gel cream texture with black boosting polymers for ultra rich, intense black lashes with buildable, length and BIG volume.</p>	<p>Lightweight, creamy texture with up to 17x the volume and up to 24H wear for buildable volume and length.</p>
<p>★★★★★ "My all-time favorite mascara. Truly smudge proof, clump proof and water proof." nessie</p>	<p>★★★★★ "Holy grail mascara!" allieb3</p>	<p>★★★★★ "My go to mascara from now on!" Ria</p>
<p>VOLUME ++++</p>	<p>VOLUME +++++</p>	<p>VOLUME ++++++</p>

IDÔLE 3 SERUM SUPERTINT

*Covers like a tint,
feels like a serum*



say
this

"Hydrating, serum-infused skin tint with a luminous finish."

do
this

"Let's find your perfect shade with our Makeup Checkup Service."

The Formula:

Thin, lightweight serum skin tint with buildable, light coverage and 24H hydrating care.

Claims:

- 24H Hydrating Care
- Instantly Hydrating

Key Ingredients:



1% Pure Hyaluronic Acid

Known to hydrate skin instantly for up to 24H & over time skin barrier recovery.



Niacinamide

Known to improve skin quality and smooth & refine skin texture.



Vitamin E

Known to protect against oxidation and improve skin's ability to hydrate itself.

20 CREAM-TO-SERUM SHADES

In Intensities 1-5

Flexible & Inclusive



Watch in action!

\$45.00 | 1.0 OZ



*covers like
a tint,
feels like
a serum*

What's the Difference?



SKIN TINT

Hydrating, thin, very lightweight, sheer to light coverage.



BB CREAM (BLEMISH BALM)

Hydrating, lightweight, light coverage.

Skin Feels Good will be phased out 5/25



CC CREAM (COLOR CORRECTOR)

Creamy, thick, color corrects, medium coverage.

Discontinued

How to apply:

FINGERS: Use ring finger to apply for a natural finish.

SPONGE: Use a damp sponge to apply for a dewy finish.

BRUSH: Use a foundation brush to apply for maximum coverage.

PRO TIP: To keep your skin tint in place longer, apply a light dusting of **Teint Idole Ultra Wear Setting Powder** with a fluffy powder brush.

TEINT IDOLE ULTRA WEAR SKIN TRANSFORMING HIGHLIGHTER

Vitamin-infused highlighter



say
this

"Long-lasting, vitamin-infused
soft-glow highlighter."

The Formula:

Soft, velvety rich powder with buildable and customizable intensity for a multi-dimensional glow.

Key Ingredients:



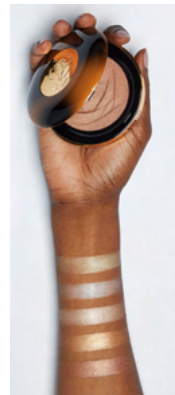
Moringa Extract
Known to hydrate & nourish skin



Anti-Oxidant Complex
Pomegranate peel extracts



Vitamin C & E
Known to boost hydration & skin refine skin texture



Shade Range:

Halo Glow
Light Glow
Medium Glow
Copper Glow
Deep Glow



Watch in
action!

\$45.00 | 0.35 OZ



Where to apply:

High points of the face where light would naturally hit, like top of cheekbones, bridge and tip of nose, center forehead, Cupid's bow, center chin, inner eye corners and brow bone.

How to apply:

BRUSH: Use a fluffy brush to apply, tap to remove excess powder before application. Brush size should match area to highlight.

FINGERS: Use ring finger to press and pick up powder then tap, press, and blend for a soft-focus diffused glow.

PRO TIP: To intensify the glow and give it a wet look, spritz your skin with **Fix It Forget It Setting Spray**. You can also spritz the brush directly.

Selecting your shade:

- **Halo** shade works on all skin tones
- **Light** shade is best on **Intensity 1-2**
- **Medium** shade is best on **Intensity 3-4**
- **Copper Glow (Golden)** shade is best on **Intensity 4-5**
- **Deep Glow (Rosy Bronze)** shade is best on **Intensity 4-5**

TEINT IDOLE ULTRA WEAR SKIN RESURFACING SETTING POWDER

instantly blurs and mattifies



say
this

"Vitamin-infused setting powder that seamlessly **blurs** skin for up to **24H*** wear."

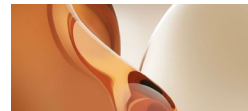
**In a consumer test.*

The Formula:

Silky smooth powder instantly blurs and mattifies skin, reducing the look of pores for up to 24H.*

Key Ingredients:

Fortified with Squalane & vitamin E for more hydrated skin.



Shade Range:

Translucent



01 Fair



02 Medium



03 Deep



Grasse Pink



Watch in
action!

\$45.00 | 0.35 OZ

When/where to apply:

After foundation/concealer application
OR to touch up/mattify when needed.
Start with T-zone and oily areas, then work
outward.

How to apply:

BRUSH: Use a fluffy powder brush. Swirl to pick up powder, tap any excess off. Instead of brushing, push/press the powder brush onto skin. A brush allows more control to build coverage.

PUFF: Use a powder puff. Tap puff to pick up product, pat on the palm of hand to remove excess. Push/press puff onto skin. A puff will give maximum coverage.

SPONGE: Use a damp sponge pointed end to set smaller areas. Pick up product and push/press to set smaller areas like under eyes and around nose. Use rounded end to push/press all over. A sponge will give a more natural finish.

PRO TIP: To brighten areas of your face, bake your makeup for a flawless, creaseless complexion. Layer setting powder under eyes and along the top of jawbone. Let sit or 2-3 minutes, then dust away with a fluffy powder brush.

Selecting your shade:

- **Translucent** shade works on all skin tones
- **Fair** shade is best on **Intensity 1-2**
- **Medium** shade is best on **Intensity 3-4**
- **Deep** shade is best on **Intensity 5**
- **Grasse Pink** shade is best on **Intensity 1-3** to brighten skin

*instantly
blurs and
mattifies*

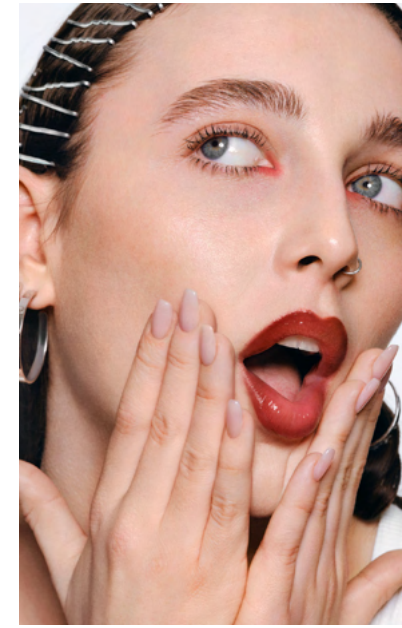


Build the BASKET

with the Magic of Three

1 Build the Connection

Listen to your clients to better understand what their complexion goals are. Do they prefer matte, glowy, or dewy? The only way to build the basket is to build the connection first.



2 Build the Basket

Complexion goals are different for everyone. Here you will find a few scenarios to easily build the basket using the Magic of Three to achieve a flawless complexion.

Glowy Complexion

If your client prefers a more natural-glow finish with medium coverage this is a perfect offering.



- Care + Glow Foundation
- Care + Glow Concealer
- Teint Idole Ultra Wear Skin Transforming Highlighter

Matte Complexion

If your client prefers a more matte finish with full coverage this is a perfect offering.



- Teint Idole Ultra Wear Foundation
- Teint Idole Ultra Wear Concealer
- Teint Idole Ultra Wear Skin Resurfacing Setting Powder

Dewy Complexion

If your client prefers a more natural, skin finish result with light coverage this is the perfect offering.



- Idôle Supertint
- Care + Glow Concealer
- Teint Idole Ultra Wear Skin Transforming Bronzer

3 Build the Relationship

Now that you've completed your client's complexion routine by finding their Magic of Three, be sure to stay in touch to keep them in the know of any complexion products that may elevate their complexion routine.



Counter tools for easy shade matching

COMPLEXION FAN TOOLS

To achieve a flawless complexion, foundation & concealer go hand in hand. Use your foundation fan tool to easily shade-match your client and narrow down to the three best shades. Once you select your client's preferred shade, use your concealer fan tool to find a concealer to match.

FOUNDATION FINDER
YOUR PERFECT SHADE. YOUR PERFECT COVERAGE. YOUR FLAWLESS FINISH.

01 THE SHADE YOU CURRENTLY WEAR 02 THE SHADE YOU WANT TO CHANGE TO 03 CHOOSE YOUR FINISH

FLAWLESS COMPLEXION IN 3 EASY STEPS

01. PRIME
02. CORRECT & CONCEAL
03. PERFECT

Available in 90 shades, 24 shades, and 24 shades.

FOUNDATION FINDER TOOLS



Scan for digital Foundation Finder

Counter tools for easy shade matching



BEAUTY TECH SHADE FINDER

Perfect match and two additional shade options in under five minutes! For a client who prefers a full-touch experience and loves the idea of technology narrowing down the shades for them based on their skin tone, undertone, and Shade Finder's algorithm.



Scan for Shade Finder lesson


Color Shade Extensions

1



IDÔLE TINT

4 NEW COFFEE-INSPIRED COLORS

-  Strawberry Latte
-  Lavender Latte
-  Cocoa Macchiato
-  Rich Espresso



\$30.00 | 0.27 OZ

FEB-MAR On Counter

3

LASH IDÔLE MASCARA

BROWN MASCARA



\$30.00 | 0.27 OZ

FEB-MAR On Counter

2

BLUSH SUBTIL

6 HIGHLY PIGMENTED SHADES

-  Oh La La Pink
-  Berry Bisou
-  I Don't Give a Fuschia
-  Coral Clash
-  Orange Phoria
-  Follie Rouger



\$34.00 | 0.12 OZ


MAR-APR On Counter



4

JUICY TUBES

3 NEW COFFEE-INSPIRED COLORS

-  Lavendar Latte
-  Almond Drip
-  Cocoa Macchiato

\$25.00 | 0.5 OZ

JULY On Counter



5

DRAMA MATTE

10 NEW SHADES + ceramides for glide and ease of application

-  Nude Frenergy
-  Nude Frisson
-  Ecstatic Caramel
-  Haut en Pink
-  Plum Addiction
-  Rose Energie
-  Nude Shot
-  Rosemania
-  Exhilarating Brown






\$35.00 | 0.12 OZ

JAN On Counter

6

INTIMATTE

3 NEW SHADES + renovated formula

-  All Lens on Me
-  Off Camera
-  Unfiltered Brown

\$35.00 | 0.12 OZ

APR On Counter





Skincare Launches

GÉNIFIQUE ULTIMATE

A skin barrier **repair** serum that reverses visible skin damages in 1 week for the **ultimate skin recovery**.

pages 51-52

UV EXPERT SUPRA SCREEN

Your **invisible** serum **sunscreen**.

pages 55-56

ABSOLUE ROSE-80 CLEANSING BALM-TO-FOAM

A silky **balm-to-foam** cleanser to **melt away** makeup & impurities for **smooth** & **refined** skin.

pages 59-60

ABSOLUE HAND CREAM

A deeply hydrating hand cream for **softer, smoother, younger-looking** hands.

pages 61-62

CLARIFIQUE PORE REFINING CLEANSER

A **pore refining** cleansing foam for a more **radiant-looking tone & texture**.

pages 63-64

GÉNIFIQUE ULTIMATE EYE CREAM

A skin barrier repair eye cream to help reduce **dark circles**, smooth **finer lines** and reduce **puffiness**.

pages 65-66

GÉNIFIQUE ULTIMATE *Recovery Serum*



say
this

"A skin barrier **repair** serum that reverses visible skin damages in 1 week for **ultimate skin recovery**."

do
this

"Let me treat you to our Glow Refresh Massage Service."

Results:

- 97% of women had **smoother**-feeling skin²
- 95% of women had visibly **reduced fine lines**²
- 93% had improved **skin barrier repair** in 1 hour¹
- Increased **surface cell renewal/turnover** in 22 days³

Texture:

Lightweight, fresh, fast-absorbing, enveloping texture.



Key Ingredients:



Beta Glucan-cm™
Known to strengthen & repair skin's moisture barrier, accelerate skin surface renewal, antioxidant support, help improve loss of firmness, & reduce the appearance of wrinkles.



Hyaluronic Acid
Known to smooth, hydrate and plump.



Bifidus Extract
Prebiotic known to provide a favorable environment for good bacteria on skin's surface.



Pure Licorice Extract
Antioxidant known to improve skin tone & soothe.

\$62.00 | 0.67 FL OZ.
\$89.00 | 1.0 FL OZ.
\$135.00 | 1.7 FL OZ.
\$115.00 | 1.7 FL OZ. REFILL (15% SAVINGS!)
\$260.00 | 3.88 FL. OZ.

twenty-seven years
of 27 years of research
and five patents. arch
and five patents



**90 trillion
Beta Glucans
in 1 drop!**



Watch
Demo

4 out of 5 women agree they would switch to Génifique Ultimate as their go-to serum.

BEFORE & AFTER²
Unretouched



Average results for fine lines, radiance, tone and overall appearance in 8 weeks

How to apply:

1. Apply on clean skin after toner or face essence.
2. Simply twist open the cap to load the dropper.
3. The patented self-loading dropper gives the perfect amount of serum with each application.
4. Follow with your usual skincare routine.



Watch behind
the product

¹Compared to bare skin on clinical based on an instrumental study of N=28 women after 1 hr. ²Based on an 8-week study with 81 women of multi-phototypes. ³Based on a 22-day study with 31 women. ⁴Based on a clinical study with 83 women after 8 weeks.

What's the DIFFERENCE?



ADVANCED GÉNIFIQUE

Key Benefits:

- Strengthen
- Skin Barrier



- **REPAIR**
- **SOOTHE** skin
- Accelerate skin surface **RENEWAL**

Improved skin quality:

- Radiance
- Tone Evenness
- Pores
- Fine Lines & Wrinkles
- Elasticity
- Firmness



- **PLUMPNESS**
- **SMOOTHNESS**

Ingredients:

- Bifidus Prebiotic
- Hyaluronic Acid
- Vitamin Cg



- **BETA GLUCAN-CM™**
- **LICORICE EXTRACT**

Why did you change my favorite serum? YOU CAN SAY:

"External factors cause most skin aging. This **upgraded** serum, with powerful **new ingredients**, reverses visible skin damage in just 1 week, maintaining its beloved lightweight texture while offering enhanced **repair**."



Create a Skincare EXPERIENCE



1. Build the Connection

Use your Consultation Guide to uncover their needs and recommend the right products.

It's impossible to escape external damage to our skin. That's why **every skincare routine should include Génifique Ultimate!**



Scan for digital access

2. Build the Basket

1. Every serum introduction should follow with a moisturizer recommendation. Select the one right for your client's needs.
2. Achieve a flawless makeup look by offering a sample of **Teint Idole Ultra Wear** foundation with your serum for that smooth, even skin finish.



Share your expertise with Beauty Tech!



BEAUTY TECH PRO RADIANCE BOOSTERS
Count on Pro Radiance Booster to instantly, visibly boost the effects of Génifique Ultimate by offering a 15-minute **Glow Refresh** facial massage.



BEAUTY TECH SKIN SCREEN
Do you have Skin Screen in your store? After the Glow Refresh massage, invite your client to come back for a full face, full detail, 20-minute skin analysis.

3. Build the Relationship

Help your clients maintain their best skin! After recommending a serum, check in regularly. Skincare needs evolve, so be their trusted advisor for future adjustments.

Beauty Tech availability varies by location. Check with your STE/STC for details.

UV EXPERT SUPRA SCREEN

preserve, protect and correct



say
this

“Your **invisible** serum **sunscreen**.”

Results:

VISIBLE RESULTS ON 6 PHOTOAGING PARAMETERS¹

- Smoothness +38%
- Brightness +28%
- Fine lines -28%
- Wrinkles -24%
- Dark spots -24%
- Skin tone evenness +23%

¹Based on a 12-week clinical study with 75 women (18-60 years old) of all skin tones and types.

95% of testers agree they would replace their current SPF product with supra screen.²

²Based on a 12-week consumer study with 150 panelists (men and women aged 18-60 years old) of all skin.

Key ingredients:



Niacinamide
Known to visibly improve skin tone evenness and reduce the appearance of dark spots.



HA + Carnosine
Known to retain moisture and reduce the appearance of fine lines & wrinkles.



Vitamin Cg + E
Powerful antioxidants known to counter free radicals and visibly improve brightness.



Watch behind the product

\$48.00 | 1.7 FL. OZ.



*invisible serum
sunscreen*

*Wearing a daily sunscreen
minimizes signs of aging.*

How to apply:

1. Apply as the last step of your skincare routine.
2. Use about 1/4 teaspoon* of sunscreen and massage over face & neck.
3. Reapply as necessary.

*As recommended by the Skin Cancer Foundation

BEFORE



AFTER



Average results on dark spots, brightness and skin tone evenness after 12 weeks

What's the DIFFERENCE?



UV EXPERT SUPRA SCREEN *vs.* UV EXPERT AQUAGEL

Key Benefits:

- | | |
|--|--|
| <ul style="list-style-type: none"> • SPF 50 + & Corrective Anti-aging • 48 Hour Hydration • Invisible Serum • Broad-spectrum | <ul style="list-style-type: none"> • <i>3-in-1</i>: SPF 50+, Moisturizer & Primer • Hydrates Skin • Invisible Formula • Broad-spectrum |
|--|--|

Key Ingredients:

- | | |
|---|--|
| <ul style="list-style-type: none"> • Niacinamide • Hyaluronic Acid • Vitamin Cg + E • Carnosine | <ul style="list-style-type: none"> • Vitamin E • Moringa Seed Extract • Edelweiss Extract |
|---|--|

Texture:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Serum, Liquidy • Instantly Absorbing | <ul style="list-style-type: none"> • Light Water-Like Gel • Quick Absorbing |
|---|---|

What does it mean?

SPF stands for **Sun Protection Factor** and measures how well a sunscreen blocks **UVB** rays.

The term "**broad spectrum**" describes a sunscreen that protects against both **UVA** and **UVB** rays. If the product is labeled broad spectrum, it means that the UVA protection is proportional to the UVB protection.

The higher the SPF is, the higher the UVA protection will be as well.

BOTH ARE IMPORTANT TO GET THE BEST PROTECTION!

Remember, re-applying sunscreen every 2-4 hours or so is important to keep your skin protected, especially when outside.



Create a Skincare EXPERIENCE



1. Build the Connection

Use your Consultation Guide to uncover their needs and recommend the right products.

80% OF SKIN AGING IS CAUSED BY THE SUN!

Every skincare routine should end with sunscreen for the best skin protection.



Scan for digital access

2. Build the Basket

1. Introduce **Hydra Zen Cream** as a perfect hydrating partner to sunscreen.
2. Give your client a luminous, natural makeup finish with **Idôle 3 Serum Supertint**.



Share your expertise with Beauty Tech!



BEAUTY TECH YOUTH FINDER

In 10 minutes or less, a Youth Finder skin analysis will help you pinpoint which of the 6 skin parameters most benefits from SPF protection.



BEAUTY TECH SKIN SCREEN

For an in-depth skin analysis, Skin Screen's 20-minute full face consultation will help your client see environmental effects like never before.

3. Build the Relationship

Now that you've helped preserve, protect & correct their skin, stay in touch to keep them inspired to practice their new skincare routine.

Beauty Tech availability varies by location. Check with your STE/STC for details.

ABSOLUE ROSE 80 CLEANSING BALM-TO-FOAM

oil-based silky balm



say
this

"A silky **balm-to-foam** cleanser to **melt away** makeup & impurities for **smooth & refined** skin."

Results:

After 1 application*

- 97% agree product feels gentle on skin

After 4 weeks*

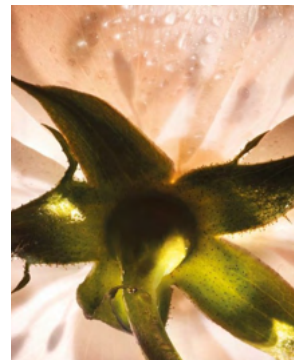
- 97% agree skin feels fresher
- 92% agree product gives the skin a healthy glow

**Based on results from consumer test on 64 women.*

Texture:

Oil-based melting silky balm transforms into a rich, pampering foam once activated with water.

Key ingredients:



DAMASCENA ROSE WATER

Known to help hydrate, soothe and refresh the skin.

\$95.00 | 5.0 OZ.

Three ways to use!

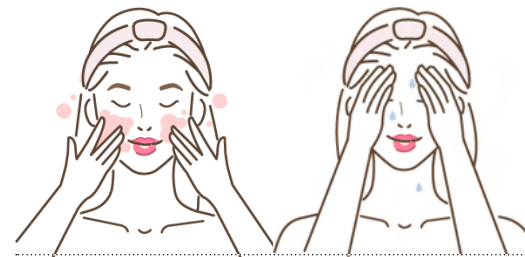


MORNING CLEANSE

1. Mix a medium amount of balm with water in your palm to create a gentle foam.
2. Apply the foam on wet face from the forehead and gently glide with big circular motions to chin.
3. Rinse with water.

MAKEUP REMOVAL

1. Take a large amount of balm and melt it into your palm without water.
2. Apply the cream on face and gently massage with circular movements over the face. Repeat 2-3 times
3. Add some water, massage to foam for second cleansing to remove all impurities.
4. Rinse with water.



TARGETED LONG-WEARING MAKEUP REMOVAL BROW-SHADOW-LIP

1. Take a small amount of balm and melt it into your palm without water.
2. Apply the cream on specific areas to carefully remove makeup. Avoid getting into eye during massage. Repeat 2-3 times.
3. Add some water, massage to foam for second cleansing to remove all impurities.
4. Rinse with water.



ABSOLUE THE HAND CREAM

Visibly softer + smoother hands



say
this

"A deeply hydrating hand cream for
softer, smoother, younger-looking hands."

Results:

AFTER 1 APPLICATION¹:

- 95% agree skin feels instantly softer.
- 95% agree skin feels instantly soothed.
- 90% agree skin feels instantly nourished.

IN 4 WEEKS²:

- 97% agree skin feels smoother.
- 97% agree overall skin quality is improved.
- 97% agree skin has a healthier glow.

¹Based on immediate results in a consumer test of 60 women ²Based on 4-week results in a consumer test of 60 women

Key Ingredients:



Rose water & Perpetual Rose Extract™

Luxurious blend known to help hydrate, soothe, and refresh the skin.



Niacinamide

Known to help hydrate, refine and soothe skin.



Pro-xylane™

Developed by L'Oréal and originally derived from sugar, it is known to help increase skin firmness and tone.



Shea Butter

Known for its hydrating & antioxidant effects.

\$55.00 | 1.7 OZ.

Visibly softer



*er
nds*

How to apply:

Use as necessary on clean, dry hands after washing.

Texture:

Light, silky cream texture.

CLARIFIQUE PORE REFINING CLEANSER

fast foaming cleanser



say
this

"A **pore refining** cleansing foam for a more **radiant-looking tone & texture.**"

Results:

- Deeply cleanses away makeup, dirt, pollution & excess oil.
- Purifies & detoxifies.
- Improves skin texture for smoother, more even toned skin.
- Reduces the appearance of pores & blackheads.
- Brightens leaving skin radiant.

Key Ingredients:



Salicylic Acid
Known to help the pores look refined and improve skin tone and texture.



Beech Bud Extract
Derived from the French beech trees, known to gently exfoliate skin.



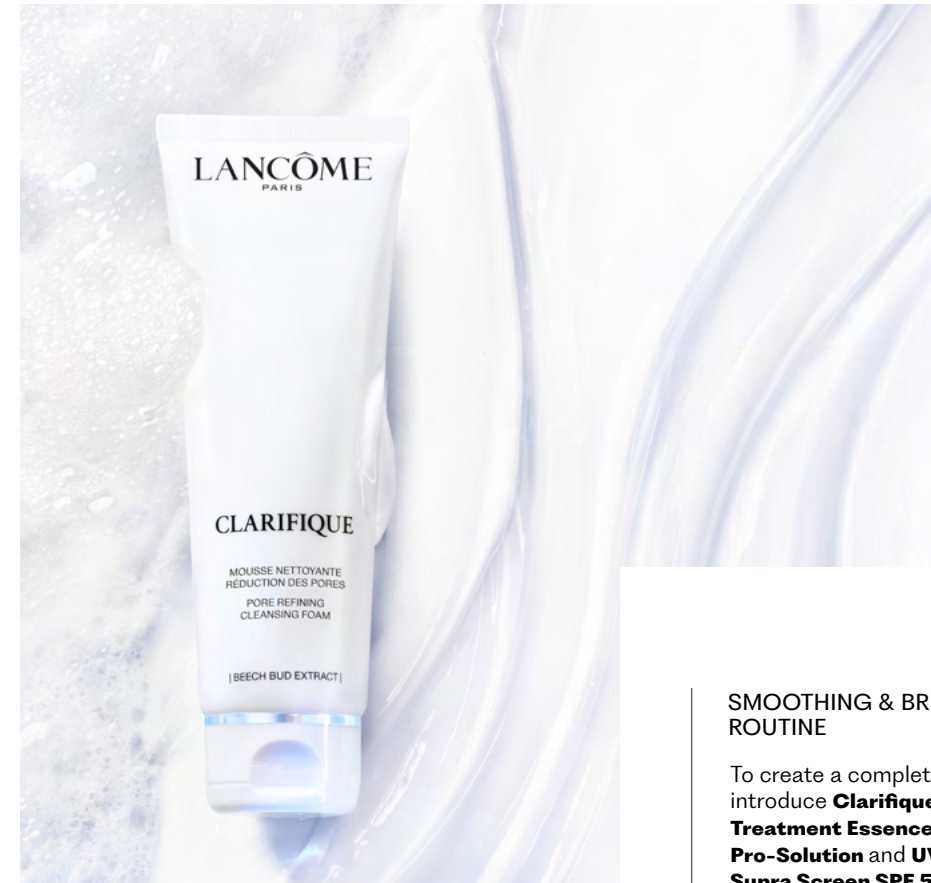
Licorace
Known to help improve skin tone & sooth the skin.

0% SOAP BASE, 0% MINERAL OIL,
0% SILCONE

Texture:

Fast foaming within 1 minute.

\$45.00 | 4.2 FL. OZ.



How to use:

Apply a small amount of cleanser to damp skin, gently massaging in circular motions to remove makeup and impurities. Rinse thoroughly with lukewarm water and pat skin dry, following with your skincare routine.

SMOOTHING & BRIGHTENING ROUTINE

To create a complete routine, introduce **Clarifique Double Treatment Essence**, **Clarifique Pro-Solution** and **UV Expert Supra Screen SPF 50** as the perfect partners for a smooth, more even skin tone & texture.



GÉNIFIQUE ULTIMATE EYE CREAM

*a skin barrier repair
eye cream*



say
this

“A skin barrier **repair** eye cream to help reduce **dark circles**, smooth **fine lines** and reduce **puffiness**.”

Texture:

Light, silky, enveloping gel-cream.

Results:

We're just putting the finishing touches on the clinical results, so they weren't quite ready in time for printing. For all the juicy details, keep an eye on your Beauty Byte as we get closer to launch!

Key Ingredients:



Beta-Glucan™
Known to strengthen & repair skin's moisture barrier, accelerate skin surface renewal, antioxidant support, help improve loss of firmness, & reduce the appearance of wrinkles.



Hyaluronic Acid
Known to smooth, hydrate and plump the skin, and help reduce the appearance of fine lines and wrinkles.



Bifidus Extract
Prebiotic known to provide a favorable environment for good bacteria on skin's surface



Licorice Extract
Antioxidant known to improve skin tone & soothe.



Vitamin Cg
Antioxidant known to help improve skin tone, texture and brightness.



Caffeine
Known to help reduce puffiness and help improve the appearance of dark circles.

\$87.00 | 0.67 OZ.

*a skin barrier
repair
eye cream*



What's the DIFFERENCE?



GÉNIFIQUE EYE CREAM

- Smooth fine lines & wrinkles
- Reduce dark circles
- Brighten the eye area



GÉNIFIQUE ULTIMATE EYE CREAM

- **Repair skin damage**
- Smooth fine lines & wrinkles
- Reduce dark circles
- **Diminish puffiness**

Did you know?

The skin barrier around the eyes is particularly fragile, because it is thinner than other parts of the face, more exposed to environmental damage and the first area to show early signs of aging.

How to apply:

1. Use this hydrating eye cream daily, morning and night.
2. Swipe a pea-size amount of cream under the eye and on the brow bone with a light touch.
3. Smooth away the appearance of fine lines by using two fingers to massage the cream outwards, towards your ears.